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SUPPLY AGREEMENT WITH KIA MOTORS UK LTD

Centurion Electronics plc ("Centurion" or the "Company"), the UK market leader in the field of in-car audio-visual entertainment, has been selected by Kia Motors UK Ltd ("Kia") to design and supply "rear seat entertainment systems" for Kia's entire range of vehicles.

As from April 2004, all of Kia's Sedona models will be supplied with Centurion's latest roof mounted DVD system, fitted as standard on the Sedona Line-Up for an initial period until 30 June 2004. The systems have been engineered to integrate seamlessly with the Sedona's styling and functionality. The development follows the successful inclusion of Centurion's DVD system in Kia's after-market "Technology Pack" promotion since July 2003, which offered the product as an up-grade option at point of sale with a new vehicle.

Other products developed by Centurion for Kia include a twin screen headrest DVD system for the Sorento 4X4 and a roof mounted DVD system for the Carens MPV model. Both are available as an aftermarket dealer-fitted accessory option and, as with the Sedona, are bespoke designs fully integrated into the vehicle.

Centurion also announces that it will be supplying Kia, from May 2004, with Kia branded portable DVD systems, suitable for all vehicles and available throughout its dealer network.

David Smith, Accessories Marketing & Product Development Manager of Kia commented "Kia is making huge inroads into the UK market with year to date sales up by 64% on 2003. We are constantly on the lookout for innovative ways in which to improve our customer offering and have been impressed by Centurion and its tailor made audio-visual systems. The response to Centurion's DVD system in our Technology Pack exceeded our expectations and prompted our decision to substantially increase our rear seat entertainment offering".

Brian Hendon, Chairman of Centurion, added "We have been working with Kia since last summer and this development represents a significant expansion of our relationship. It further endorses Centurion's audio-visual entertainment systems and its professional, structured approach to the requirements of the OEM market. Kia is strengthening its position in the UK market, led by technology innovation. We look forward to continuing the development of a leading in-car entertainment product offering with them."

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